

ABSTRACT OF THE DISCLOSURE

Disclosed is a method for displaying an advertisement using an SMS service in a portable mobile terminal. The method comprises accessing a web site server of an SMS-based advertisement service provider, to select a desired advertisement and a desired advertisement time and to input a phone number of the portable mobile terminal; receiving advertisement data of the selected advertisement and associated advertisement schedule from the web site server, through an SMS message; storing the received advertisement data in a memory in a predetermined advertisement data format; storing the received advertisement schedule data in the memory in a predetermined advertisement schedule data format; and displaying on a display of the portable mobile terminal the advertisement data according to the advertisement schedule data. Further, the portable mobile terminal returns to an initial screen after displaying the advertisement data for a time specified in the advertisement schedule data.